

APPROVED DEVELOPMENT CONDITIONS
CSPA 2005-PR-041
October 24, 2013

If it is the intent of the Planning Commission to approve CSPA 2005-PR-041-02, located at Tax Map 49-3((37)) D, E, F, G, H, K, L, P, Q, N, 49-3((37))(1)-A, 49-3((37))(2)-B, 49-3((37))(2)-1-6, 49-3((38))(1) 1-11, 49-3((38))(2) 1-4, 49-3((38))(3)-1-7, 49-3((38))(4)-1-6, 49-3((38)) 1-4, and a portion of Eskridge Road from Merrifield Town Center to Merrifield Cinema Drive, to allow a Comprehensive Sign Plan Amendment (CSPA) pursuant to Section 12-210 of the Fairfax County Zoning Ordinance, staff recommends that the Planning Commission condition the approval by requiring conformance with the following development conditions. The approval of this CSPA supersedes all conditions of all previously approved sign plans.

(denotes previous conditions from previous approvals that would be carried forward)*

1. This Comprehensive Signage Plan Amendment is granted for and runs with the land indicated in this application and is not transferable to other land. Minor deviations in sign location, design and area may be permitted when the Zoning Administrator determines that such deviations are minor and are in substantial conformance with the Comprehensive Signage Plan. *
2. This "Mosaic Comprehensive Sign Plan Amendment, CSPA 2005-PR-041-02 prepared by Edens & Avant, Inc., dated September 23, 2013, is approved only for those signs shown on the Comprehensive Signage Plan. In addition, signs allowed by Section 12-103 in the Zoning Ordinance may be permitted, only as qualified by these development conditions. *
3. A matrix shall be provided to the Zoning Administrator, prior to the issuance of the first sign permit and all subsequent sign permits, which includes the tenant name, address, sign type, sign height, sign area, and Non-Residential Use Permit number (if the Non-RUP has been issued) and/or any other pertinent information deemed necessary by the Zoning Administrator in order to allow efficient tracking of all signage to be provided on site. Each sign permit, or package of sign permits, shall be accompanied by a letter from the property owner, manager and/or agent of the property stating that the requested sign has been reviewed for compliance with this approval. *
4. The programming of the outdoor video screen shall be in accordance with that outlined in the CSPA. All outdoor speakers or sound amplification devices used in conjunction with the programming of the Video screen shall be in accordance with Article 14-700 of the Fairfax County Zoning Ordinance and Section 108-4 of the Fairfax County Code. Hours of operation of the video screen shall be between the hours of 6:30 a.m. through 12:00 a.m., Sunday through Thursday and 6:30 a.m. through 1:00 a.m. Friday through Saturday. Sound shall be only permitted when showing movies and with other projected images (such as major sporting events, concerts, and special events of a national and/or community interest and or art displays), and only after 7:00 a.m., provided that noise standards are met. *
5. Traffic regulatory signage shall meet the Manual on Uniform Traffic Control Devices (MUTCD) and Virginia Department of Transportation (VDOT) standards. *

6. All freestanding permanent signs and all sandwich boards (Sign Type T03) shall maintain a minimum three-foot setback from any curb line, or vehicular travelway and shall not restrict functional sight distance (as defined by the VDOT Roadway Design Manual – but not limited to VDOT-owned roadways) for drivers or pedestrians entering or exiting travel intersections, aisles or driveways. All freestanding signs shall also not encroach on Sect. 2-505 Corner Lot Restriction areas unless/until Board approval of an action that would waive or modify Sect. 2-505 requirements to authorize placement in those areas. All freestanding permanent signs shall be located so as to not block any pedestrian walkway or travelway. *
7. Where there is a conflict between the number of freestanding signs shown on the site plan and the number referenced in the matrix, the matrix shall govern the number of allowed signs, however no sign shall be permitted which is not shown on the CSPA, unless specifically allowed by these conditions *
8. ST122A (pedestrian ad cabinets) shall maintain an eight foot clear zone between any adjacent building and the sign, except along Glass Alley and Strawberry Lane west of District Avenue, which shall maintain a six-foot clear zone..*
9. ST122A (pedestrian ad cabinets) shall permit only advertisements for events and businesses, and brands within and relating to the town center; specific product advertisement is prohibited. *
10. ST122A signs located adjacent to Buildings A1 and A4 shall have one side for wayfinding purposes, only showing site maps of the Merrifield Town Center. *
11. Project identification signage shall be coordinated throughout the Merrifield Town Center; however, a small unique development logo may be included on the sign. Banners should be identical throughout the Merrifield Town Center, except for a small unique development logo. *
12. All signs shall be consistent with the color palette, typography and the use of logos indicated in the Comprehensive Signage Plan Amendment. *
13. Illumination of signs shall be in conformance with the performance standards for glare as set forth in Article 14 of the Zoning Ordinance. *
14. Any signs shown in the VDOT right of way are subject to all required reviews and approvals from the Virginia Department of Transportation. *
15. Notwithstanding what is shown in the sign matrix and site plan, at no time shall building mounted façade signage exceed 20% of the façade area of any individual façade with the exception of Building D2, which may incorporate signage consisting of up to 24% of each façade. For the purposes of calculating sign area, a sign shall only be counted on one façade, even if visible through another façade. *

16. Specific images related to the name of the establishment, its trademark, products or services offered (for example use of a dog for a pet store), are subject to the restrictions of this CSPA. Images which do not meet these criteria may be considered art and therefore exempt from the sign restrictions. *
17. Display windows and building-mounted ad cabinets (ST122B) may include seasonal decoration, information about events, branding, fashion displays and advertising. These may be used for any tenants, but only within the Merrifield Town Center. *
18. The use of temporary signage for programmed events within the Town Center to provide directional, way-finding and other event details will be permitted, with a 72-hour limit on each use. *
19. Proposed monument signs shall substantially conform to the design and dimensions shown on the plans, regardless of any comprehensive sign plan language otherwise.

20. Multiple Sign Locations for Proposed Monument Signs –

Multiple options for the placement of signs ST102 and ST102b are shown, which shall be conditioned as follows:

- a. The primary locations shown for monument signs ST102 and ST102b (located within Sect. 2-505 lot restriction areas) shall not be allowed unless/until approval of a future Board action that would permit the proposed sign locations within the restricted areas. Otherwise, secondary locations shown (outside of Sect. 2-505 lot restriction areas) may be utilized, either as interim locations or as permanent sign locations. Only one location option may be utilized at any one time for each sign.
- b. The temporary sign type shown on page 33 of the CSPA shall *not* be approved as an interim sign type in any of the locations. As an alternative to the temporary sign type proposed, a “modified” version of the ST102b sign type shall be allowed as an option within the Sect. 2-505 restricted areas for signs ST102 and ST102b, as well as existing sign ST101 (which is currently subject to a notice of violation for placement within the CLR area), with the following restrictions: the signs shall meet the dimensional restrictions of Sect. 2-505, which require a maximum height of 3.5-feet (as calculated from the average street grade); the sign shall utilize the same material and color palette as the permanent sign types, and shall conform to any content restrictions that would apply to the primary sign type being approved for that particular location (ST101, ST102 or ST102b), as described on the CSPA and as further conditioned. This sign option shall be allowed as an interim option, or may remain in place as a permanent option, as long as only one sign type option is utilized at each location at any one time.
- c. Monument sign type ST102b, at the intersection of Merrifield Town Center and Eskridge Road, shall not be allowed until such time as the curb line of Merrifield Town Center is reconstructed to include sufficient area between the sidewalk and curb, as proposed under the separate rezoning application RZ/FDP 2013-PR-007, and reflected on Page 11 of the CSPA.

21. All monument signs located in residential areas shall be uplit, as opposed to internally illuminated, to avoid adverse impact on the neighboring residential properties.
22. Type ST123 (Metro Shuttle Identification) signs shall be allowed the flexibility to relocate, from the locations shown on the plan, based on any future adjustment of shuttle stop locations.
23. Sign Type UP5 (Retail Blade Signs) shall be subject to a minimum height of 7'0" above the walkway, as shown on the CSPA.
24. The proposed monument sign ST102b, at the intersection of Merrifield Town Center and Eskridge Road, shall feature directional arrows in addition to the tenant names, in order to aid in directional wayfinding.

The above-proposed conditions are staff recommendations and do not reflect the position of the Planning Commission unless and until adopted by that Commission.

This approval, contingent on the above noted conditions, shall not relieve the applicant from compliance with the provisions of any applicable ordinances, regulations, or adopted standards. Sign permits must be obtained from Fairfax County for each and every sign erected pursuant to this Comprehensive Sign Plan. The applicant shall be himself responsible for obtaining the required Sign Permits through established procedures.